

WHAT IS CLAIMED IS:

1. A method for providing career guidance information,

5 comprising:

generating a user interface screen containing job categories from which a user may select a sub-menu containing careers within the job categories;

responsive to selection of one of said careers, generating
10 a second user interface having a display area containing a description of said career and further providing a menu for selection of further information options for said career including a day-in-the-life video, career statistics and further career information; and

15 responsive to selection of one of said further information options, loading content for said option from one or more of a server on the Internet or a local storage, and wherein said second user interface is generate to provide said further information options in conjunction with said loaded content,
20 whereby differences between Internet-loaded content and local storage-loaded content are minimized.

2. The method of Claim 1, wherein said further information options include an option for selecting activation of a conversational helper for providing career information interactivity, and further comprising operating said
5 conversational helper, whereby said conversational helper interacts with said user.

3. The method of Claim 2, wherein said conversational helper interacts with said user within a text interface.

10

4. The method of Claim 2, wherein said conversational helper interacts with said user via a voice interface.

5. The method of Claim 1, further comprising in response to
15 activation of said further information option associated with said day-in-the-life video, loading said information option via a video player system component.

6. The method of Claim 1, wherein said first user interface and
20 said second user interface are both provided within an Internet browser window.

7. The method of Claim 1, wherein said first user interface, said second user interface and said content are all provided from said server.

5 8. The method of Claim 1, wherein said first user interface, said second user interface and said content are all provided from local files.

9. A computer system comprising, a memory for storing program instructions and data; a processor for executing said program instructions; a media storage for storing career information and an Internet connection providing access to Internet content, and
5 wherein said program instructions comprise program instructions for:

generating a user interface screen containing job categories from which a user may select a sub-menu containing careers within the job categories,

10 responsive to selection of one of said careers, generating a second user interface having a display area containing a description of said career and further providing a menu for selection of further information options for said career including a day-in-the-life video,
15 career statistics and further career information, and

responsive to selection of one of said further information options, loading content for said option from one or more of a server on the Internet or a local storage, and wherein said second user interface is generate to
20 provide said further information options in conjunction with said loaded content, whereby differences between Internet-loaded content and local storage-loaded content are minimized.

10. The computer system of Claim 9, wherein said program
instructions for generating said second interface provide
further information options including an option for selecting
activation of an conversational helper for providing career
5 information interactivity, and further comprising program
instructions for operating said conversational helper, whereby
said conversational helper interacts with said user.

11. The computer system of Claim 10, wherein program
10 instructions for operating said conversational helper provide a
text interface for interaction with said user.

12. The computer system of Claim 10, wherein program
instructions for operating said conversational helper provide a
15 voice interface for interaction with said user.

13. The computer system of Claim 9, further comprising program
instructions for loading said information option via a video
player system component, in response to activation of said
20 further information option associated with said day-in-the-life
video.

14. The computer system of Claim 9, wherein said program instructions for generating said first user interface and said second user interface are both provided in an Internet browser, and wherein said first user interface and said second user interface are generated from content loaded into said Internet browser.

15. The computer system of Claim 9, wherein program instructions for generating said first user interface, said second user interface and said content generate said first user interface, said second user interface and said content from information loaded from said server.

16. The computer system of Claim 9, wherein program instructions for generating said first user interface, said second user interface and said content generate said first user interface, said second user interface and said content from information loaded from local files.

17. A computer program product comprising signal bearing media containing program instructions for execution with a general purpose computer system and data stored as local content files, said program instructions comprising program instructions for:

5 generating a user interface screen containing job categories from which a user may select a sub-menu containing careers within the job categories,

responsive to selection of one of said careers, generating a second user interface having a display area containing a
10 description of said career and further providing a menu for selection of further information options for said career including a day-in-the-life video, career statistics and further career information, and

responsive to selection of one of said further information
15 options, loading content for said option from one or more of a server on the Internet or said local content files, and wherein said second user interface is generate to provide said further information options in conjunction with said loaded content, whereby differences between Internet-loaded content and local
20 content files are minimized.

18. The computer program product of Claim 17, wherein said program instructions for generating said second interface provide further information options including an option for selecting activation of an conversational helper for providing career information interactivity, and further comprising program instructions for operating said conversational helper, whereby said conversational helper interacts with said user.

19. The computer program product system of Claim 9, wherein said program instructions for generating said first user interface and said second user interface are both provided as web page instructions for an Internet browser, and wherein said first user interface and said second user interface are generated from said web page instructions.

20. The computer program product system of Claim 9, wherein said program instructions for generating said first user interface and said second user interface are both provided as web page instructions for an Internet browser, and wherein said first user interface and said second user interface are generated from said web page instructions stored within said local content files.